

Bachelor thesis „Press trips as a tool of PR communication of tourism“ deals with problematic of press trips, specially from tourism industry.

The thesis starts with a generalized theory of communication. Then shows how they are related to more concrete areas as marketing and public relations. At the end thesis puts all in the context of tourism, describing the position where press trips takes place and also regularities of this conclusion.

The practical part forms the analysis of the article, which is a result of author's participation on the press trip to Lisbon and surrounding area.